

PRODUCT PROMOTION PLAN

3rd Sales Cycle

May 5-July 4, 1975

TO: FIELD SALES FORCE
FROM: J. J. Gillis

We want to offer each of you our congratulations on a job well done during the Saratoga 120's Introduction. Because of your excellent and energetic efforts, Saratoga 120's is exhibiting strong growth and gaining an increasing consumer franchise. We are all optimistic about the continued success of Saratoga 120's.

We are committed to making 1975 the most successful year in the history of Philip Morris. In order to attain this goal, we must concentrate our energies and expertise on maintaining display and distribution of all our brands in every retail outlet. This is especially important, in light of the competitive pressures we face on all fronts.

We are confident that your dedication and support will contribute significantly to our continued success.

Jack Gillis



BUILDING TO #1

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